

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of authenticating golf equipment, comprising:
 - receiving the golf equipment to be authenticated;
 - identifying relevant features of the equipment;
 - providing access to a website to indicate the status of examination;
 - comparing the features to predetermined manufacturing specifications;
 - determining whether the features conform to the manufacturing specifications; and
 - determining the authenticity of the golf equipment;
 - determining the alteration status of the golf equipment;
 - determining the alteration condition of the golf equipment;
 - inputting examination parameters into a computer operable to execute computer program instructions for:
 - assigning a unique registration number to the golf equipment each time it is provided for authentication, and
 - preparing a report of the examination comprising ~~assigning~~ reporting a first result comprising authentic or fake, wherein, if the first result is authentic, then ~~assigning~~ reporting a second result comprising original or altered, and wherein, if the second result is altered, then ~~assigning~~ reporting a third result comprising an alteration condition; and
 - providing a link that is accessible via a webpage to access the report.
2. (Canceled)
3. (Previously Presented) The method of claim 1, wherein the step of identifying includes identifying one or more features selected from the group consisting of physical dimensions, materials, finishes, manufacturer markings, serial numbers, and combinations thereof.

4. (Previously Presented) The method of claim 1, wherein the step of identifying includes identifying one or more features selected from the group consisting of shape, stamping, finish, paint fill, shaft, grip, and weight.
5. (Previously Presented) The method of claim 4, wherein the step of identifying includes identifying two or more features selected from the group.
6. (Previously Presented) The method of claim 1, wherein the step of identifying includes identifying shape, stamping, finish, paint fill, shaft, grip, and weight.
7. (Previously Presented) The method of claim 4, wherein the step of identifying includes identifying three or more features selected from the group.
8. (Previously Presented) The method of claim 1, wherein the step of comparing includes:
comparing a first view of the equipment to a predetermined specification; and
comparing a second view of the equipment to a predetermined specification.
9. – 10. (Canceled)
11. (Previously Presented) The method of claim 1, wherein the step of comparing includes comparing the equipment to a previously prepared record of the equipment.
12. (Previously Presented) The method of claim 11, wherein the step of comparing further includes comparing the equipment to previously taken pictures of the equipment.
13. (Previously Presented) The method of claim 1, wherein the step of determining includes accounting for wear due to normal use of the equipment.
14. (Canceled)

15. (Previously Presented) The method of claim 1, wherein the step of preparing a report further comprises providing an authentication certificate.
16. (Previously Presented) The method of claim 15, wherein the authentication certificate comprises:
 - a picture of the equipment;
 - a seal; and
 - a reference number associated with the equipment.
17. (Previously Presented) The method of claim 16, wherein the step of preparing a report further comprises providing the reference number on the equipment.
18. (Previously Presented) The method of claim 16, wherein the authentication certificate comprises a seal selected from the group consisting of a sticker, a hologram, an embossment, and a combination thereof.
19. (Previously Presented) The method of claim 1, wherein the step of preparing a report comprises providing an indication of the condition of the equipment.
20. (Canceled)
21. (Canceled)
22. (Previously Presented) The method of claim 1, wherein the step of preparing a report comprises providing a certificate, the certificate being color-coded based on said results.
23. (Previously Presented) The method of claim 1, further comprising the step of providing a mailing label through an automated process prior to the step of receiving the golf equipment.
24. (Previously Presented) The method of claim 23, wherein the step of providing further includes creating a packing slip.

25. (Previously Presented) The method of claim 23, wherein the step of providing includes using the internet.
26. (Previously Presented) The method of claim 23, wherein the step of providing includes notifying the authenticator of the request for authentication.
27. (Previously Presented) The method of claim 1, further comprising the step of providing an encoded text link to a website that provides the examination results.
28. – 29. (Canceled)
30. (Previously Presented) A method of authenticating golf equipment, comprising:
providing, from a first entity to a second entity, the golf equipment to be authenticated;
providing access to an authentication website to indicate the commencement of an examination, wherein the link is provided from the second entity to the first entity;
identifying, by the second entity, relevant features of the equipment;
comparing, by the second entity, the features to predetermined manufacturing specifications;
determining, by the second entity, whether the features conform to the manufacturing specifications;
determining the authenticity of the golf equipment;
determining the alteration status of the golf equipment;
determining the alteration condition of the golf equipment;
reporting, by the second entity, results of the determining, the reporting including assigning a unique registration number to the golf equipment each time it is provided for authentication;
returning the golf equipment from the second entity to the first entity;
providing an encoded text or registry engine code that links to a website that includes the results of the determining, wherein the encoded text or registry engine code is provided from the second entity to the first entity;

using, by the first entity, the encoded text or registry engine code in a webpage in order to allow a third entity to determine the results of the determining;
wherein the results of the determining include three categories.

31. (Canceled)

32. (Previously Presented) The method of claim 1, wherein the alteration indication is selected from the group comprising grip replaced, shaft replaced, shaft band replaced, refinished, engraving, stamping, and combinations thereof.

33. (Previously Presented) The method of claim 1, further comprising assigning a fourth result, wherein if the first result is authentic, the fourth result is assigned to designate product condition.

34. (Previously Presented) The method of claim 33, wherein the fourth result is selected from the list comprising mint, good, fair, poor, like new, used, almost new, and combinations thereof.